

8 SEP 1959

Mr. Frederick W. Richmond
Equal Opportunity Day Committee
14 East Forty-Eighth Street
New York 17, New York

Dear Mr. Richmond:

Thank you very much for your letter of 25 August requesting my endorsement of 19 November as Equal Opportunity Day.

In view of my present position, I have made it a policy to decline such use of my name. Therefore, it is sincerely regretted that I am unable to lend my name in support of the worthy aims of your national program. However, I note the great effort being made by your good group to focus national attention on the American idea of giving a decent and fair chance to all.

With kindest regards.

Sincerely,

SIGNED

Allen W. Dulles
Director

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NOVEMBER

19TH

EQUAL OPPORTUNITY DAY

SPONSORED BY THE NATIONAL URBAN LEAGUE

PHONE:
PLAZA 1-0300

FOURTEEN EAST FORTY-EIGHTH STREET, NEW YORK 17, N. Y.

Honorary Co-Chairman

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President, ILGWU

DAVID SARNOFF
Chairman, RCA

National Chairman

FREDERICK W. RICHMOND
President, F. W. Richmond & Co.

National Urban League

THEODORE W. KHEEL
President

LESTER B. GRANGER
Executive Director

August 25, 1959

Dear Mr. Dulles:

The combined strength of government, industry and labor will again be focused on the importance of Equal Opportunity Day--an annual national observance dedicated to a basic democratic belief--equality of opportunity for all our citizens.

The observance has been enthusiastically endorsed by President Eisenhower since its inception. Last year, thirty Governors and sixty Mayors officially proclaimed Equal Opportunity Day. The primary intention of the observance is to focus national attention on the American idea of giving a decent and fair chance to all in the "race of life".

The importance of your endorsement of EOD cannot be over-emphasized. Therefore, I wish to invite you to join other leaders as a member of the National Equal Opportunity Day Committee. Your acceptance will swell the ranks of outstanding citizens who believe in the principle of equal opportunity.

The 1959 observance takes on added significance. This year is the 150th anniversary of Lincoln's birth. President Eisenhower in his Proclamation has referred to Lincoln's spirit and statesmanship in establishing "the right of each citizen to enjoy the fruits of his own toil."

I look forward to word from you that you will accept as a member of the National Equal Opportunity Day Committee.

Sincerely yours,

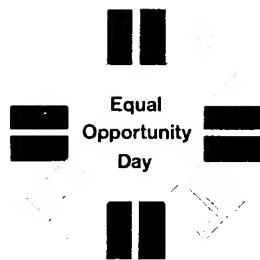
Frederick W. Richmond

FWR:T
Encls.

November 19th 1959

Equal Opportunity Day =⊕=

NATIONAL URBAN LEAGUE



In 1958. . .

Proclamations from Governors of thirty states designating November 19th as Equal Opportunity Day were presented to President Eisenhower at the White House by an Urban League delegation. Left to right: James P. Mitchell, Secretary of Labor; Lester B. Granger, Executive Director of the League; Theodore W. Kheel, President of the League; President Eisenhower; Frederick W. Richmond, National EOD Chairman; and Julius A. Thomas, the League's Industrial Relations Director.





FREDERICK W. RICHMOND
*National Chairman
Equal Opportunity Day*



November 19th

is an annual observance, not of the National Urban League but of the people of the United States. It is a day when—by official proclamations and by citizen get-togethers throughout the country—Americans are reminded of the true genius of our Democracy. The day constitutes a roll call of those leaders of American industry and business who recognize that our economy and social structure will grow in material and spiritual strength to the degree that each man, woman and child has equal opportunity—without hindrance because of race.



BENJAMIN F. FAIRLESS

Few Americans are aware that the steel industry was responsible initially for the large scale introduction of Negro workers into the operational jobs of modern American industry.

World War I marked the employment of approximately one-half million Negro workers by industry for the first time. The overwhelming proportion of these were recruited for the steelmaking that was the backbone of the war industry.

Into the great steel plants of Pittsburgh, Birmingham, Youngstown and Chicago, East St. Louis and other steel centers of the country, Negro workers moved fresh from the farms of the Deep South into unskilled and semi-skilled jobs of industry.

True, these were vestibule jobs but they comprised the first step in the march toward equal opportunity that has produced today more than one and one-half million Negro workers in a vast spread of industrial and business employment. They are employed as skilled craftsmen and operators, as technicians and whitecollar workers, as technologists and supervisors. And today the makers and fabricators of steel products continue to be the world's principal employer of Negro labor.

It is to give recognition to the steel industry for its role in bringing the Negro worker into the nation's industrial work force that the National Urban League has selected two leaders in the industry to receive the 1958 Equal Opportunity Day Awards at this dinner here tonight. They are:

Benjamin F. Fairless, former Board Chairman of a company—U. S. Steel Corporation—that hires more Negro workers than any other single company and now President of the American Iron and Steel Institute.



DAVID J. McDONALD

David J. McDonald, President of a union—the United Steelworkers of America—whose 250,000 Negro members represent one-third of the union's total membership working in basic steel.

NATIONAL URBAN LEAGUE

14 East 48th Street, New York 17, N. Y.

"November 19, the anniversary of the Gettysburg Address, has been designated Equal Opportunity Day. In Lincoln's words, it is altogether fitting and proper that we should use this day to rededicate ourselves to the firm establishment of equal opportunity for all. Let every citizen of

the United States, whether an employer or employe, farmer or business man, join in the effort to abolish all artificial discrimination which hinders the right of each American to advance in accordance with his merits as a human being and his capacity for productive work!"

PRESIDENT EISENHOWER